IMPACT PROJECT video4change

▶ **Method: Video Content Analysis**

When is this method useful?

• When you are trying to understand what video interviews reveal.
• When you are trying to understand patterns and themes in digital storytelling projects.
• When you are using other people's video footage for remix projects.

How do I use this method?

The worksheet offers tips and examples that will help you use this method.

Video Content Analysis

▶ Quick Summary

Time: variable

Facilitators: none

Offline option: yes

Online option: yes

Participant consent: no

Scope for creativity: low

▶ Introduction

Video content analysis is a technique you can use to develop new understandings about video content. The method will help you identify how different specific themes, concepts, or characters emerge in a video or across several videos.

To use this technique, different ideas or concepts are sorted in to categories before examining your video/s to assess how and how often they feature in the video/s. You can do this manually or with video content analysis software.

From these findings you can make claims about the messages, issues or ideas that are being communicated through the video.

▶ Considerations

1 Be aware of the messages, issues or ideas you hope to uncover and consider whether this is affecting your analytical judgement.

2 Double-check your reasons for making certain connections or assumptions about the significance of some ideas, issues or messages.

3 Continuously review the elements you are analyzing in the video itself. Your data analysis might be compromised if you don't maintain the link between what is being said in the videos and the context in which it was said.

Video Content Analysis

▶ Steps

1. Either start by writing down the messages, ideas themes or elements you would like to analyze or simply start watching and let these 'emerge' as you identify them.

2. Give each of these messages/ideas/themes an identifier. For example, you might like to know what people say about "corrupt government officials" in the videos you are analyzing. You might call this category identifier "corruption."

3. Put these categories in to a chart or spreadsheet.

4. Make notes about the specifics of each instance when the category is mentioned.

5. Summarize your findings so that you may offer further context on why this category was important or why it was perhaps not discussed in the videos.

▶ Questions

1. Which messages/ideas/themes are most relevant to the types of change I am hoping to achieve?

2. Have I found enough instances to justify making claims about a particular message/ idea/theme?

3. Does my analysis challenge existing power balances?

4. Whose voices and stories will be included and excluded? Does my analysis include or support marginalized or under-represented actors and communities?

5. Will my analysis put any of my project participants at risk?

▶ TIP

Write down the time codes of the instances you want to identify so that it is easy to find them again. Put these timecodes in the spreadsheet so all your data is in one place.

▶ TRY

When there are lots of videos you want to analyze you can get lots of people involved. Create a shared spreadsheet and allow others to contribute information as they find and watch videos.

This resource is for video makers to gather evidence of their impact. More tools can be found at http://www.v4c.org/cookbook